

# WELCOME TO:

## Building Nutrition Literacy



# Confronting the Problems, Creating the Solutions



TEAM Nutrition

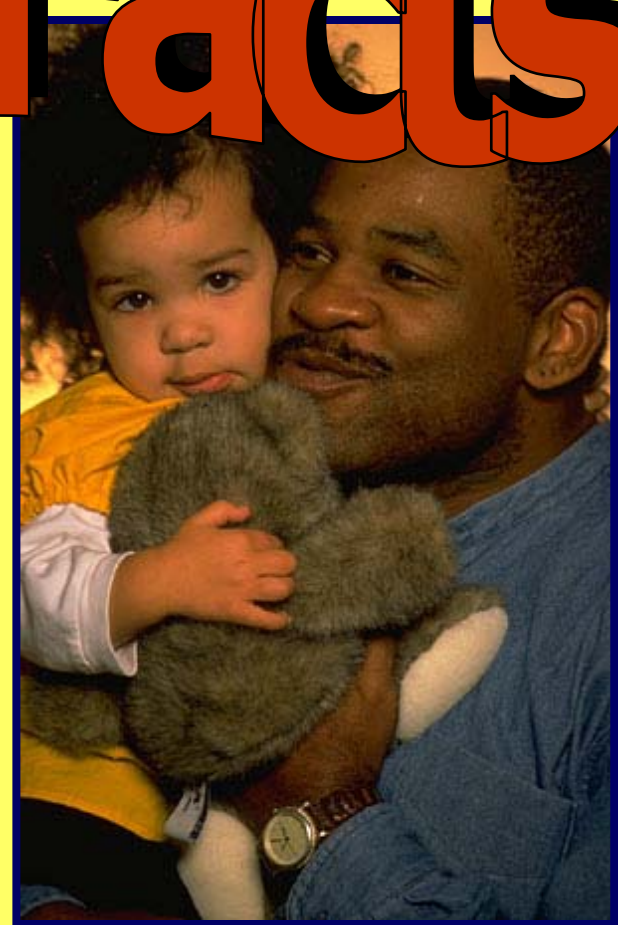
# Setting the Scene

**A Crisis in  
Progress: Kids,  
Nutrition and  
Fitness**



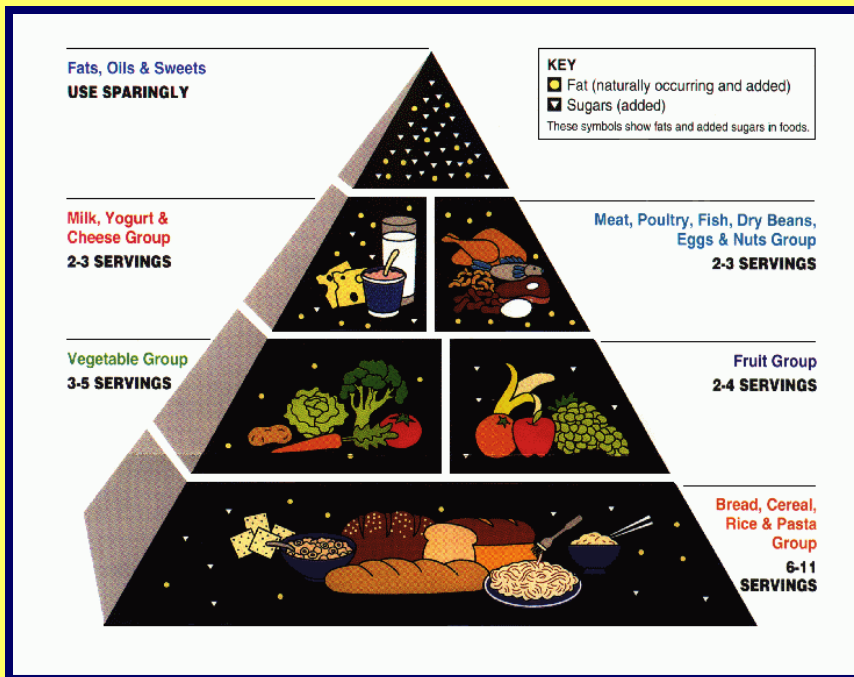
# Fitness Facts

- What are kids eating?
- How active are they?

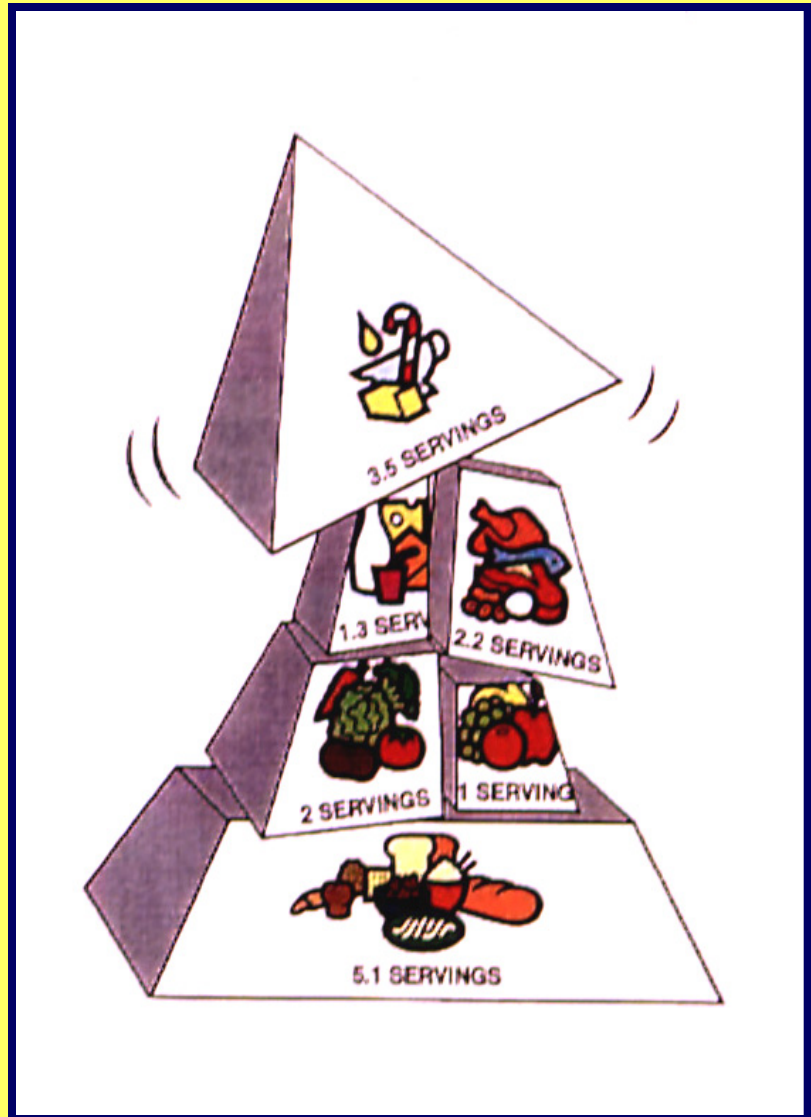


# The News is NOT Good

Almost NO  
(about 2%)  
American  
children  
meet the  
guidelines of  
the FGP.



# What Americans Actually Eat (U.S. Total)



# The News is NOT Good



**Nearly 40% of  
kids' calories  
come from  
added fat and  
sugar.**



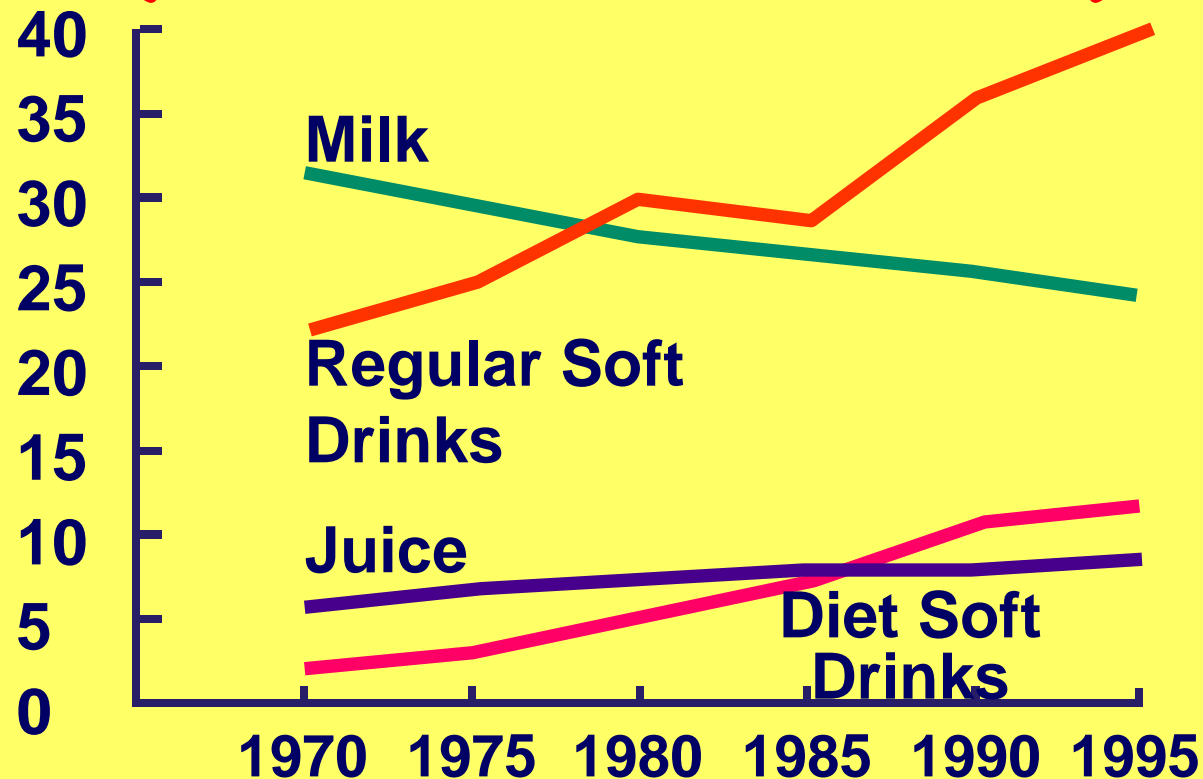
# The News is NOT Good

**Milk intake has  
dropped  
markedly while  
soft drink intake  
as increased  
dramatically.**





# Beverages in the U.S. Food Supply (Gallons/Person/Year)



Source: U.S. Dept. of Agriculture, Economic Research Service  
Statistical Bulletin No. 939, 1997

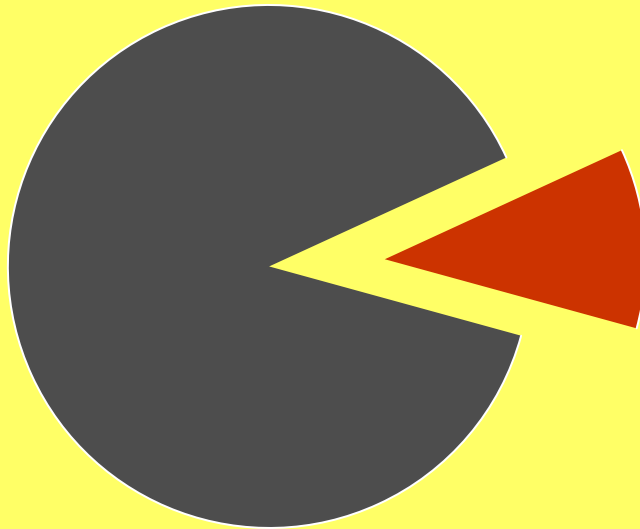


# The News is NOT Good

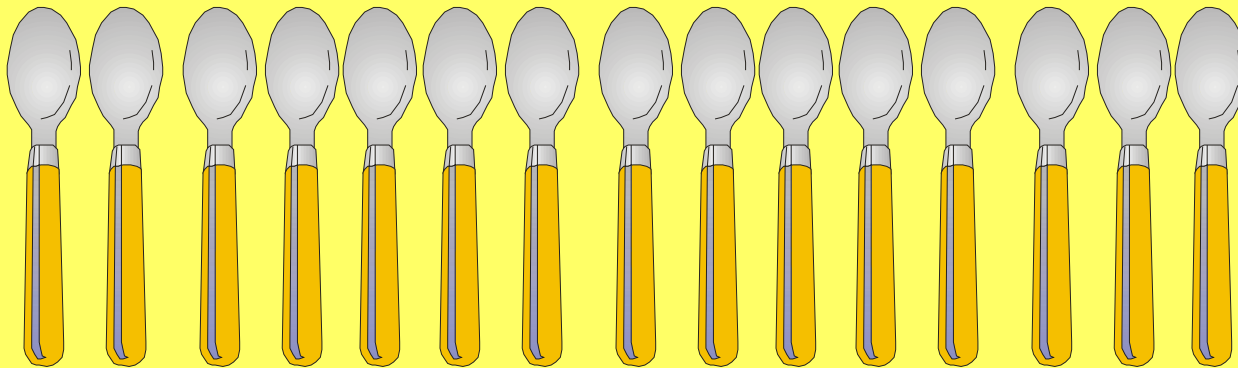
Teen boys  
**tripled** their  
soft drink  
intake between  
1971 and 1994.



# On Average, Adolescents Aged 12-17 Get from Soft Drinks\*:



**11% of their calories**

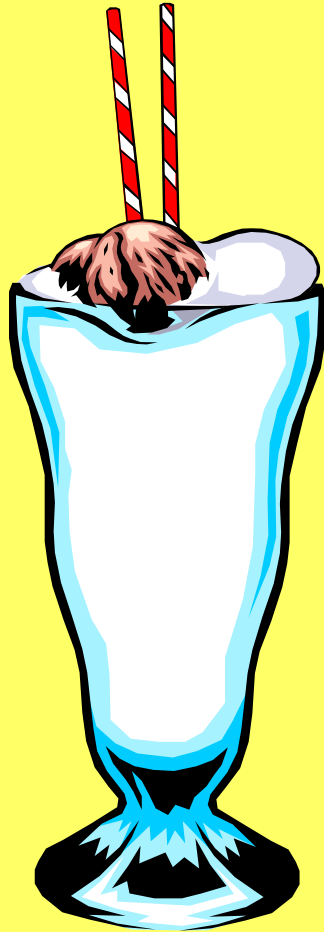


**15 teaspoons  
of sugar per day**

\*Soft drinks = carbonated beverages, fruit-flavored and part juice drinks, and sports drinks  
Source: USDA, Continuing Survey of Food Intake by Individuals, 1994-96



# The News is NOT Good



**80% of girls  
and 60% of  
boys fall  
short on  
calcium.**



# The News is NOT Good

Only 1 in 5

Americans eat  
five servings  
of fruits and  
vegetables  
a day.



# The News is NOT Good



Potato chips,  
French fries,  
ketchup and pizza  
sauce are the  
**most commonly**  
consumed  
vegetables.



# Physical Activity



**The News is NOT Good**  
**We are a nation of**  
**couch potatoes**  
**...**  
**and tater tots.**





# Sedentary Death Syndrome

- 60% of all Americans are currently at risk
- Obesity has doubled
- Type 2 Diabetes has increased nine-fold
- Heart disease remains the number one cause of death for Americans
- SeDS is expected to add as much as 3 trillion to health care costs over the next 10 years



# The News is NOT Good "Small Fries"

- Obesity in American Children has increased 100%
- 900 hrs per year in school—1023 hrs per year watching TV

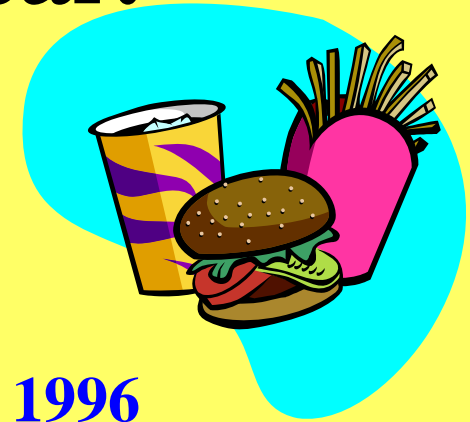


# Obesity Concerns

July 3, 2000



# Supersize Your Meal?



**1977**

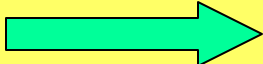
10 oz cola	120 cal
3-4 oz burger	330 cal
30 French fries	475 cal

**Total 925 Cal**

**1996**

46-60 oz cola	580 cal
6-8 oz burger	650 cal
50 French fries	790 cal

**Total 2020 Cal**

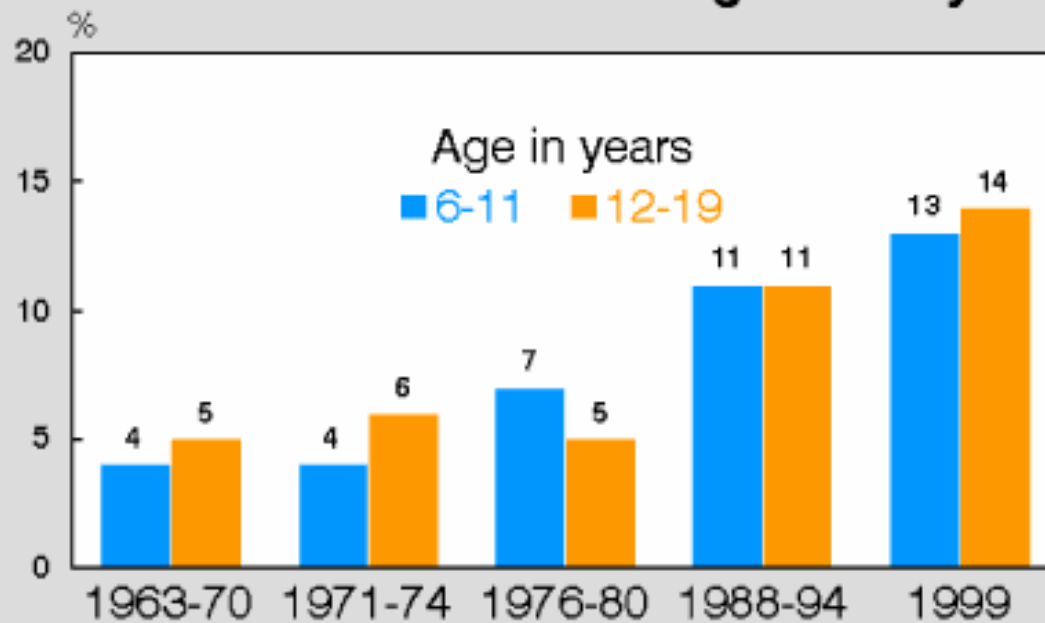
Daily Calorie Needs  **2200** a day

# Supersize Your Waist!



# 1999 CDC DATA

**Figure 1. Prevalence of overweight among children and adolescents ages 6-19 years**



NOTES: Excludes pregnant women starting with 1971-74. Pregnancy status not available for 1963-85 and 1986-70. Data for 1963-85 are for children 6-11 years of age; data for 1986-70 are for adolescents 12-17 years of age, not 12-19 years.  
SOURCE: CDC/NCHS, NHES and NHANES.



# The News is NOT Good

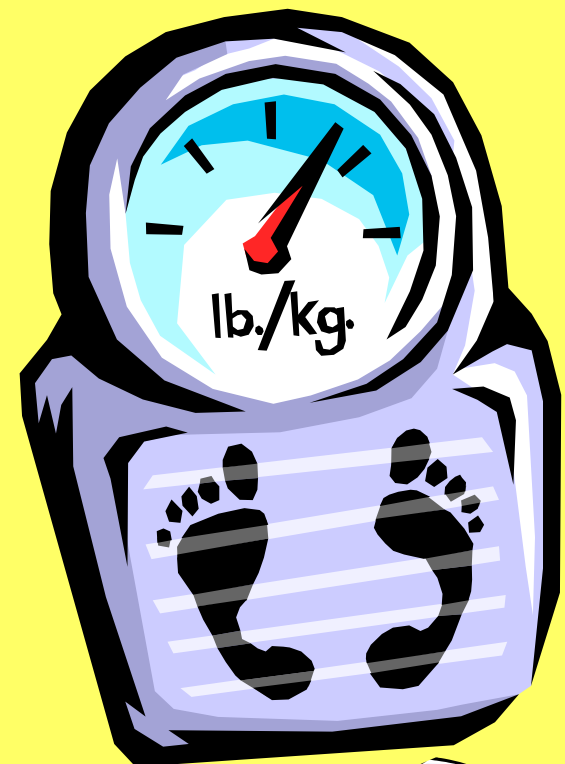
**Experts**  
estimate that  
**one in five**  
**American kids**  
**is overweight**  
**or obese.**



# The News is NOT Good

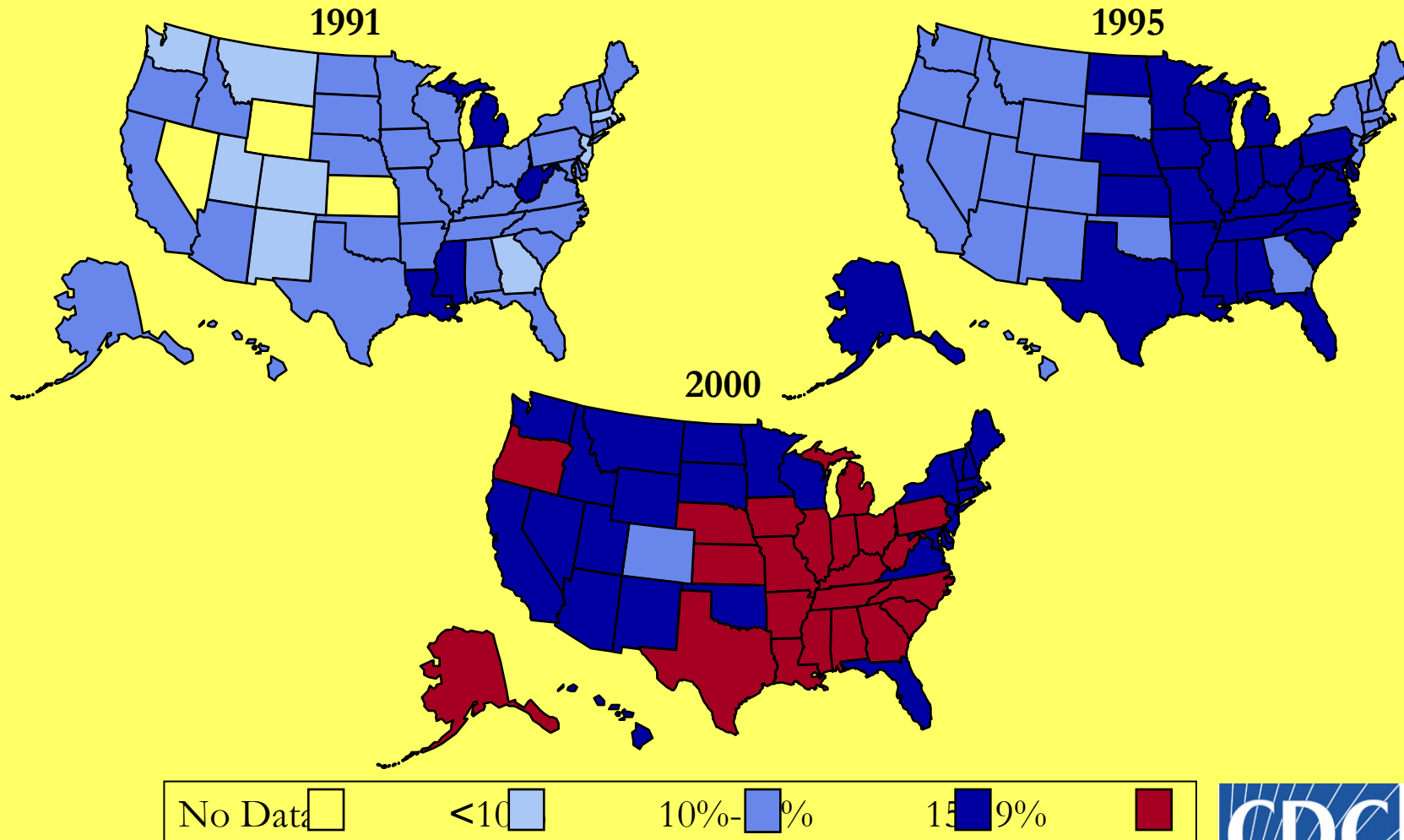
**American adults are heavier than ever before. Based on NIH criteria,**

**55+ % of Americans (100+ million adults) are overweight or obese.**



# Obesity Trends\* Among U.S. Adults BRFSS, 1991, 1995 and 2000

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs overweight for 5'4" woman)



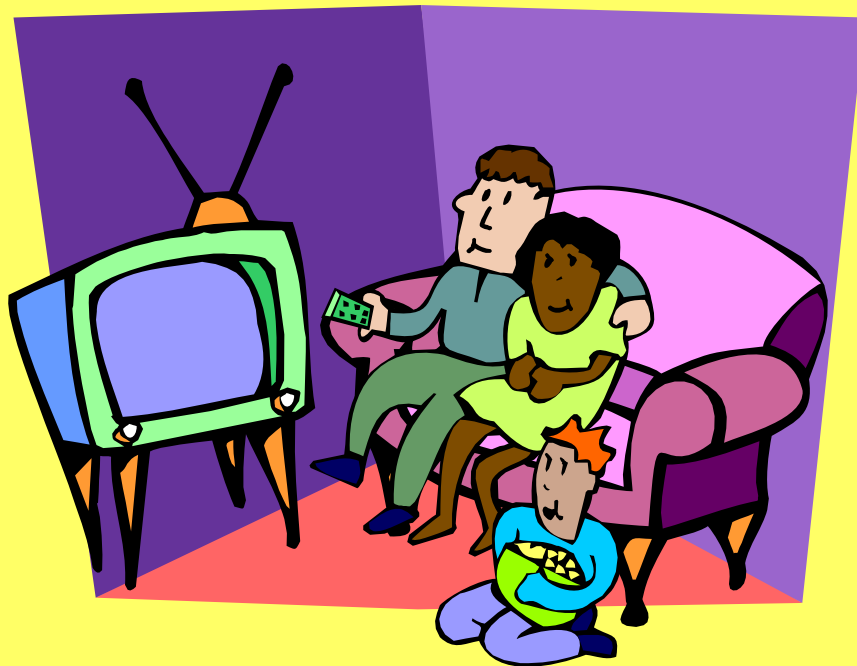
Source: Mokdad A H, et al. *J Am Med Assoc* 1999;282:16,  
2001;286:10.





# The News is NOT Good

Nearly **1/2** of all  
young people  
do not get any  
vigorous  
activity on  
daily basis.



# The News is NOT Good

High school  
students in  
daily PE  
classes have  
**dropped** from  
42% in 1991 to  
25% in 1995.



# Eating Disorder Concerns



# The News is NOT Good

Eating disorders  
are **epidemic** -  
7-11 million  
Americans, 10%  
of high school  
girls.



# **Causes**

**Clean Plate Club  
All-You-Can-Eat  
Super-Size Portions  
TV Remote & Mouse  
Car Culture  
Unsafe Neighborhoods**





**Be the change you want to  
see in the world.**

**Mahatma Gandhi**

